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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **User Role** | **User Story** | **Description** | **Acceptance Criteria** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **New Customer** | As a new customer, I want to browse the website and easily find the products I'm interested in, so I can learn more about them. | The website should have a clear and intuitive navigation system with well-defined categories and subcategories. | \* Search bar should be prominently displayed and allow searching by keywords, product names, or filters. \* Category pages should be well-organized and include clear product listings with thumbnails. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Returning Customer** | As a returning customer, I want to be able to log in to my account to access my order history, saved items, and wishlists, so I can easily track past purchases and revisit products I'm interested in. | The website should have a dedicated login area with secure access. | \* Login credentials should be stored securely. \* Account dashboard should display order history, saved items, and Wishlist. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Shopper** | As a shopper, I want to be able to view detailed product information, including high-quality images, descriptions, specifications, and reviews, so I can make informed purchasing decisions. | Product pages should be visually appealing and informative. | \* Each product page should have multiple high-resolution images from different angles. \* Detailed descriptions should include key features, benefits, and specifications. \* Customer reviews and ratings should be displayed for each product. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Shopper** | As a shopper, I want to be able to add items to my shopping cart, update quantities, and remove unwanted items, so I can manage my purchases before checkout. | The shopping cart should be easy to access and manage. | \* Items should be easily added and removed from the cart. \* Quantities should be adjustable within stock limits. \* The shopping cart should update dynamically to reflect changes. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Buyer | As a buyer, I want to be able to checkout securely using a variety of payment methods, so I can complete my purchase with confidence. | The website should offer a secure and trustworthy checkout process. | \* Multiple payment options should be available, including credit cards, debit cards, and digital wallets. \* Secure payment processing should ensure customer data protection. \* Clear order confirmation should be provided upon successful checkout. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Customer | As a customer, I want to be able to track the status of my order and receive updates on delivery, so I know when to expect my purchase. | The website should offer order tracking functionality. | \* Customers should be able to track their order status with a unique tracking number. \* Order updates should be communicated via email or SMS. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |